



# Gazette

Published by  
**VON-BER-MAR FARMS**  
"Fountainhead for Scotch Shorthorns"

DECEMBER 1960 — VOL. 1, NO. 2

LENEX, IOWA

## Census Reveals Overestimate Of Numbers of Cattle

Boise, Idaho—A "puzzling" discrepancy of several million cattle revealed in a comparison of preliminary census reports Tuesday resulted in a plea to Stockmen to be more conscientious in aiding federal statisticians in compiling annual estimates.

The "overestimation" was discussed here today by Lyle Liggett, Director of Public Relations of the American National Cattlemen's Association, Denver, Colo., during a breakfast meeting of the Idaho Cattlemen's Association.

Liggett said that an analysis of the first 31 states reports of the Livestock census made in late 1959 indicated that there were 4.3 million fewer cattle on hand in those states than was reported in official government estimates of cattle numbers on hand in the same states on Jan. 1, 1960. "This is nearly a seven percent error on about 60 percent of the nation's cattle," he said.

"If subsequent reports from the other 17 continental states follow the same pattern, the national cattle herd will be revealed as considerably smaller than we were led to believe through annual government estimates," he said. "This is reassuring news for ranchers and feeders who have been operating under the assumption the supply problem was much worse."

Liggett pointed out that the government's annual estimates are based upon the livestock census each five years and upon "educated guesses" or trends, slaughter, calving rates, etc. He said that cattlemen themselves could help to achieve better "interim accuracy" by carefully and sincerely participating in periodic surveys conducted by government statisticians.

## Ready To Go

Elbert Williams and his son, both of Skyline Farms, Medicine Lake, Montana, take a last proud look at Von-Ber-Mar Clipper Heir before they load him into their truck and take off for the "tall country".

## FIRST SALE SHOWS STRONG DEMAND

Lenex, Iowa—Montana cowmen appraised the bull offering at Von Ber Mar Farms' first sale and took home three of the good ones. Elbert Williams, Skyline Farms, Medicine Lake, purchased Von Ber Mar Clipper Heir to head his registered herd. Williams entries were the top selling bulls in the last Montana State Sale. Wendell Lovely and his wife selected Fontana Crusader to search out cows on their mountain ranch near Wilsall. Dale Metlen of Armstead selected Fontana Envoy.

Medicine Lake is in the farming and ranching area of the northeast portion of Montana, Wilsall is in the rugged, beautiful mountains of west central Montana, and Armstead is in the famous "Big Hole" country in the far southwest of Montana.

Hensley and Carraco, Bit 'O Heaven Farm, Prospect, Kentucky, purchased the top selling bull of the sale, Von Ber Mar Masterstroke by Glamis Masterstroke at \$2950.

Veteran cowmen Colburn and Karst of Harrisonville, Missouri, and Dr. John Dewar of Cherokee, Iowa, also found bulls to their liking in the thousand dollar price range.

Strong female demand was in evidence when the top ten averaged \$1141 and the price held up for a \$583 average on all 37.

The list of buyers includes many of the best known Shorthorn herds in America—the 56 cattle were well divided over an 11-state area.

Charles and Loraine Augustine added foundation stock to their Lake City, Minnesota, herd by purchasing three at an \$808 average.

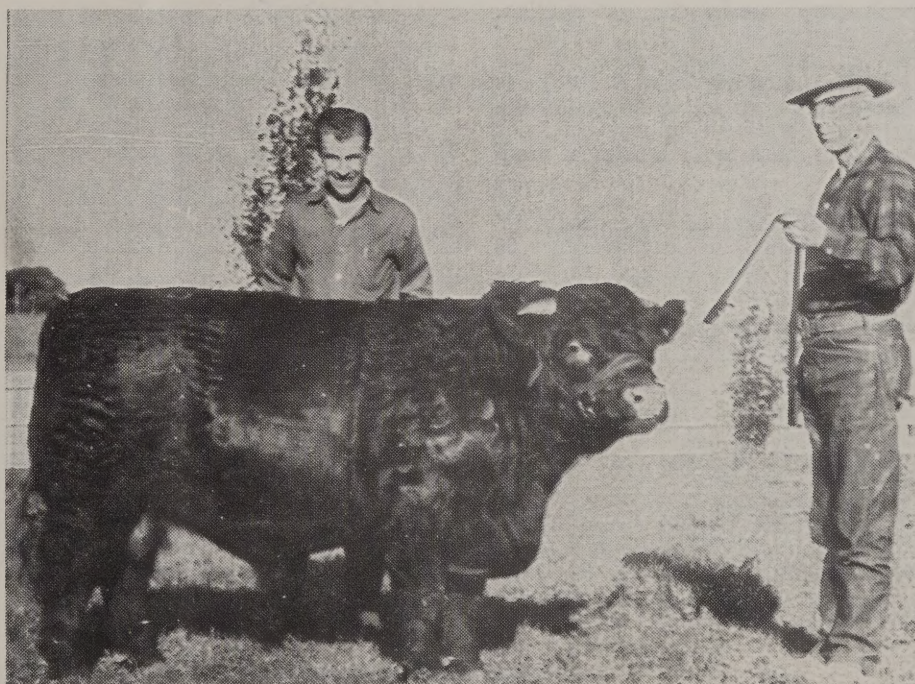
Hawthorne Herd, Naperville, Illinois, and owned by W. H. Goelitz, outlasted the competition and secured the top female at \$2500.—She was Fontana Clipper Maid and was in calf to Kair Masterkey.

John Overgaard of Lincoln, Nebraska, purchased Von Ber Mar Golden Drop, the 12-month-old daughter of Glams Masterstroke, for \$1500.

Kickapoo Farms paid \$1350 for Fontana Golden Shred, two year old heifer in calf to Glamis Masterstroke.

The temperature was cool to warm, the sky bright and clear, soil moisture was good following a good rain a few days previous to the sale

Continued on Page 7





## EDITORIALS

# Advantages of Cross Breeding In Commercial Herds

My first thoughts of cross breeding come over 50 years ago when reading of blue roan winners at the Smithfield Fat Stock Show in England. They were a cross between white Shorthorn bulls and Angus cows.

Hybrid vigor is the secret back of all cross breeding. The crossing of breeds is the only way of adding hybrid vigor to the offspring. The most vigorous calf is also the most profitable.

I have three booklets covering the many crosses and recrosses of Herefords, Angus and Shorthorns at the Experiment Station at Bozeman, Montana. In every cross the crossbred calves outgained the ones in the check herd which were straight Herefords. The crossbreds also gained better after being placed in the fattening yard.

Cross breeding is far more common in hogs than in cattle.

About two years ago the Omaha Stock Paper stated that 90 per cent of the commercial hogs in Iowa were cross bred.

Cross bred chicks may now be bought from the hatcheries.

In the plant kingdom no corn belt farmer would today think of using anything but hybrid seed corn. Cross breeding is equally important in the animal kingdom.

Cross Breeding among cattle is more common in Scotland than in America.

Cross breeding will not hurt the purebred cattle industry because purebred bulls are needed for cross breeding.

A sound advice to steer feeders: "Feed hybrid corn to hybrid steers."

—ALBERT HULTINE

FOREIGN Agricultural Service reports that 94 outbreaks of foot-and-mouth disease occurred in England and Scotland in an 8-day period during early November. This is the most serious outbreak since 1951-52. FAS also reports that, effective Feb. 1, 1961, the United Kingdom is banning imports of pork and pork variety meats from Argentina, Chile, Uruguay and Brazil, because of recent outbreaks of foot-and-mouth disease in the United Kingdom. Argentina is expected to increase shipments of variety meats to other European countries that are big markets for U.S. meat products.

FARMERS' share of the consumers' retail food dollar currently averages 38 cents, the same as for the past two years and the lowest on record. The 1947-49 average was 50 cents.

PRICES PAID by farmers for family living and production expenses currently average 297 percent of the 1910-14 average, the same as last month and less than one-third of one percent above a year ago.

FROM Jan. 1 through Oct. 8, 1960, exports of meat to the U. S. from Canada declined 18 percent from 1959. Beef and veal exports dropped 24 percent and pork dropped 18 percent.

MANY FOLKS find that they get the highest labor returns from time spent keeping good records. They save on income tax. But more important, records let them spot the low profit parts of their farm operations. Often, capital and labor can be shifted from these parts to higher profit enterprises with an increase in net profit.

TAKE TIME to make a net worth statement while you are figuring your income tax returns. Net worth is merely a listing of what you own minus what you owe. But changes in net worth from year to year show you, better than any other figure, where you are going financially. If you net worth isn't progressing as it should, then it's time to make some changes.

MORE AND MORE experiment station studies indicate that a half section is an efficient size for a cash grain farm. In one Iowa State study, 160-acre farms had the highest machinery and power costs per acre. And 500-acre farms had significantly higher costs than 320-acre farms.

THE 1,000-ACRE farms had the lowest machinery costs per acre. But when labor was added, the 320-acre size still came out on top in overall efficiency.

Wallaces Farmer

### CATTLE NUMBERS REPORTS DON'T JIBE

Cattle numbers may be somewhat lower than everybody's been thinking—as much as 7%! That's the discrepancy showing up between last January's USDA inventory and farm census figures to date.

**It could mean:** A much easier price slide during the next 3 or 4 years than the \$2 annual average generally predicted.

**This cattle cycle:** May be flattened, if census figures are more accurate than inventory reports. In other words, much smaller up-and-down swings in numbers and prices than in previous cycles.

Successful Farming, January, 1961

### MOORE ON SELLING

I am a salesman—I like to sell insurance—I like to sell Shorthorn cattle. To be a good salesman is to have confidence in the product you are selling, to know that someone needs what you are selling, to like what you are selling. I have confidence in insurance and Shorthorns—anyone who farms needs both and just between you and me—I believe Shorthorns are the best insurance.

To sell best—one should be positive—look for the good in your product—never let the public forget this good. This does not mean, however, to fail to quietly analyze your product, to fail to find its weakness and to fail to implement positive programs for continued improvement. Good products sell good—better ones, better.

In this issue we are featuring ideas on beef cattle improvement through objective measures of performance. We feel you will profit by reading the Iowa plan presented by Bob de Baca, the comments of our good friend, Forrest Bassford, and others.

We believe progress is made by utilizing all of the tools of the trade—we think the show ring has done a great deal to improve beef cattle, and will continue to do so.—We also recognize the sixties are a time of change, a time of progress, and additional methods will be developed. What is best, we won't say—why? . . . we don't know. We are sure that each individual breeder will need to perfect his beef breeding program according to the country he is in, and according to the demands of his customers.

### Our Second Issue

This is the second issue of the Red, White and Roan Gazette. We said the second issue would be the December issue—and it is . . . even though it was at the printers being printed while we were at the National Western Livestock Show in Denver . . . in January.





## Recorded Performances Aids Memory, Checks Prejudices

Forrest Bassford

Western Livestock Journal

Probably you will agree that man's memory is not always reliable, that man's judgment can be prejudiced.

Therein lie two powerful arguments favoring maintenance and use of performance records in livestock. They are valuable guides to the probable breeding and feeding performance of individual animals, groups of animals, and their offspring.

However, one needn't look and listen long to discover that there isn't universal accord on what constitutes, for example, the most desirable, most profitable beef animal. Nor on what tomorrow's demand may dictate in the way of changes in that animal.

Therefore, universal accord does not exist regarding phases of performance to measure, nor on relative weight to assign each measurement for establishing overall evaluation of the animal in question.

For one thing, in beef cattle, as in other meat animals, the factory is being evaluated as well as the product. So longevity, regularity of reproduction, ability to thrive under a wide variety of nutritional and climatic conditions are all part of the needs in the final evaluation, in addition to rate and efficiency of gain.

So we find two general schools of thought in performance testing and recording. One insists that testing within a herd and with results applied solely within that herd is desirable, logical, practical and that it should end right there. These people stoutly maintain, and with considerable merit, that such testing actually has been going on in leading herds for generations. This school

includes many of the nation's most widely recognized livestock breeders—the ones who have the most far-reaching affect upon our livestock production. It also includes, to quite an extent, the expressed aim of some of the major breed associations.

The second school of thought, spearheaded by membership of Performance Registry International, agrees that in-the-herd testing and application of testing results is good. But that it will not bring advances fast enough, nor spread them rapidly enough.

This group insists that space age results will be achieved only through widespread tests conducted in a uniform pattern and supervised by neutral personnel. They insist that the tests, to really mean anything, must use computed adjustments (such as credit to the weaning weight of a calf from a first-calf heifer, subtraction from the weaning weight of a creep-fed calf, computation of weaning weights to a common age by a uniformly used factor, etc.). They further insist that there must be central and impartial recording and interpretation of this data, plus its conversion into a single numerical rating figure.

In theory this rating figure tells the comparative performing ability and desirability of the animal in question in relation to all others so rated.

The first school says, "Nuts! There just isn't any satisfactory comparison of performance under conditions in the Rio Grande Valley with performance of livestock in North Dakota's Red River Valley." In response, the "farthest out" proponents in PRI declare, "The day is

here in which individual breeding animals as well as feeder cattle can be bought 'on paper,' with the buyers having the nearest thing to an absolute guarantee of performance."

This last thinking is gaining ground. In effect it attempts to reduce livestock breeding to an exact science. Of course it can never be an exact science as long as those little old genes within the chromosomes at each mating defy selection and pre-arrangement. If it were an exact science the fanciers of the Sport of Kings would have only to plan their matings on paper to be assured of a winner. For they have an exact measure of performance in each horse, often for generations back. That measurement is in minutes, seconds and fractions of seconds required to circle the oval and poke a nose under the wire. Yet in this, where truly great riches are available to use and where the returns can be almost instantly fabulous, science has not done a complete job. The art of horse race breeding still seems to play a part.

But this doesn't mean that use of performance ratings in planning matings has not greatly bettered the probability of turning out a Swaps or Sword Dancer.

Likewise, in beef breeding it behooves both the purebred and commercial man to use every tool available in advancing his product. Inexact as some measurements may be, and divergent as opinion may be on what is important in a beef animal, it would seem that the basic aim should be the same and that tests and recording of facts can aid man's memory and help take some of the prejudices out of his judgment.



VON-BER-MAR FARMS—"Fountainhead for Scotch Shorthorns"



An Improvement Program for . . .

## IOWA BEEF CATTLE

By Robert deBaca, Extension Animal Husbandman,  
Iowa State University, Ames, Iowa

Iowa has a great potential in the production of high quality beef cattle. To reach it requires the full cooperation of purebred breeders, farmers with cow-calf herds, cattle feeders, educational institutions, breed associations and all allied industries.

Everyone concerned agrees that a breeding program aimed at producing animals of superior carcass value and with high economic efficiency is one phase of improvement that should receive attention.

To initiate action a production testing program is being started. Both breeders of foundation stock and producers of stockers and feeders will find a place in it. For the purebred breeder the program is designed for the selection of superior seedstock. For the commercial producer the program is geared toward elimination of poor producers and reduction of operating costs.

Basically the owner who takes part will keep records on his herd, evaluate these records with the assistance of the Iowa State University Cooperative Extension Service, cull inefficient animals and use his own and other individuals' records as a guide in breeding operations.

Some states surrounding Iowa already have testing programs underway. They are competing with us. Some breeders won't buy a bull unless they see performance records on it. More cattle feeders are learning that they can buy calves and yearlings from production tested herds—and be sure of what they're getting.

This emphasizes the need for Iowa cattlemen to get in on the advantages of production testing. It will help to identify Iowa's high-quality stock and increase buyer demand for it. The future in beef cattle belongs to those who plan for it.

Production testing isn't designed to revolutionize the beef cattle industry. Nor is it meant to become a contest between cattlemen. Production testing is just another part of a sound management program. Herd management will not be changed materially to meet program standards, rather the program will be flexible enough to permit adjustment to various management systems.

### MAJOR POINTS OF EMPHASIS

Iowa's beef cattle improvement program will aim toward improvement of (1) conformation as it contributes to carcass excellence, (2) rate of daily gain, (3) mothering ability of cows, (4) efficiency of feed use, and (5) reproduction efficiency of the herd. More details of each of these points follows.

### CONFORMATION

Some cattlemen apparently believe that production testing will radically change the type of beef animals; that the blocky conformation now sought in the showing will give way to a "horsy" type of animal. This is not true. Appraising animals by eye for desirable conformation will continue to be important. But emphasis will be placed on selecting for points related to carcass merit rather than to minor points of color, marking and other similar characteristics.

We must select conformation that indicates good carcass potential and rugged body soundness that contributes to longevity and beefiness. We must look for thick natural fleshing, especially in the region of high-priced cuts—rib, loin, rump and round—put together in a package that will finish for market at an early age.

Research and experience tell us conformation is a heritable characteristic that responds to selection. Selection changed type and conformation tremendously during the past 60 years and will probably make more changes. Most breeders agree that past changes in conformation improved carcass quality and therefore should be retained as other important traits are improved.

"Bob" de Baca hails from Oregon. His people are from a long line of cattle and horse men of the far Northwest. The de Bacas obtained one of the original land grants centuries ago from the Spanish. Hereford breeders are familiar with the "Baca Grant" strains of Hereford breeding cattle.

"Bob" was educated in Oregon, has his doctorate, and he is now on the Iowa State University Extension staff. Many Iowa Shorthorn breeders know him for his many hours of dedicated work on the Iowa Shorthorn Bull Test Station.

The improvement program will encourage breeders to compare their stock with other herds through carcass contests and packing plant cut-out percentages.

### MOTHERING ABILITY OF COWS

Mothering ability may be measured indirectly by calf weight at weaning. Weaning weight depends on two things: The calf's ability to grow and the dam's ability to provide for it. The cow's first calving record is a reliable basis for evaluating her mothering ability. A cow that's a good mother the first time will almost always be a good one in the future.

The importance of heavy weaning weight is emphasized by the trend toward marketing cattle at younger ages. As a result a bigger percentage of a slaughter animal's life is in the pre-weaning period now than in the past.

Obviously mothering ability cannot be measured if an animal is put on a nurse cow. The practice can be justified if a proved-cow's milk production is not sufficient for her calf but there is no justification for using nurse cows in raising breeding bulls. The exception may be in conditioning cattle for the showing where present standards require abnormally high condition.

If a calf is to be nursed by another cow its dam's mothering ability should be measured for at least 100 days prior to its being put on a nurse cow.

Since the mothering ability of a cow depends partially on her maturity, the testing program adjusts for the age of the dam. This puts comparison on a more equal basis. Use of these factors compensates for the lighter weight calves usually produced by young cows and for the offspring of the older cows that have passed their prime but still are known to be good producers. The adjustment table is based on either the average difference or percentage difference in performance between each age group and the mature age group (5- to 9-year-old cows).

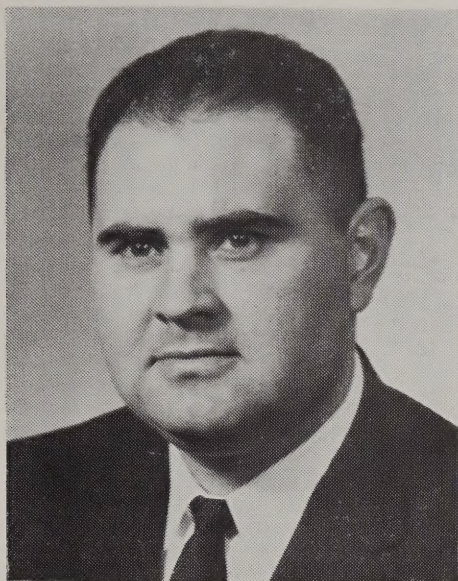
### RATE OF DAILY GAIN

Cattle of similar conformation raised under similar conditions often show variations in rate of gain of from 1 to 2 pounds per day. Growth rate is important because of its close relationship to economy of gain and to fixed charges. Research has shown that 1/10 pound increase in daily gain saves about 25-30 pounds of feed per hundred pounds of gain.

Factors that influence rate of gain are highly heritable. In this improvement program the intent is to select directly for both gaining ability and conformation. Previously most of the selection for doing ability has been associated with selection for traits of conformation assumed to be related to gain factors.

Growth rate can be accurately measured in feeding tests after





weaning. Two alternatives for testing cattle exist. One is to keep records of gain for a definite period following weaning on animals kept and fed on the farm. The second is to send the animals to a testing station for feeding for a specific period of time.

Keeping records on animals fed on the farm will usually fit into the usual farm herd management system. Records can start after the animals have been conditioned to feed for about 30 days. At the end of 140 or 168 days the animals should be reweighed. Because of differences in management, it is impractical to try to compare records between farms.

Comparison or records made in bull testing stations is valid if certain standards are met. All animals being tested in stations should be relatively uniform in weight or age when put on test. Weights around 500 pounds or 8 months of age are good starting points. The suggested feeding period is 140 to 168 days.

Heifers can be evaluated for rate of gain by taking weights and grading them at 12-15 months of age. Heifers should not be full fed because heavy feeding impairs future reproductive and milking performance.

Evaluation of bulls carried on limited rations also can be done by weighing at 12-15 months.

#### EFFICIENCY OF FEED USE

How efficiently animals use their feed has a direct affect on net income. Other things being equal, the fewer pounds of feed it takes per 100 pounds of gain the greater the profit. Efficient cattle which finish at right weights will sell at the same price as inefficient cattle of the same weight and finish. The efficient cattle will cost less to grow out and finish. Efficient cattle are feed savers, labor savors, and building-space savers—thus money savers.

Cattle of similar conformation fed under similar conditions may differ as much as 300 pounds in the amount of feed required for 100 pounds gain. For cattle started at 500 pounds and marketed at 1,100 pounds this extra feed at 2 cents per pound would cost about \$30.00. This approximates the current value of 100 pounds of choice steer.

Measuring the efficiency of feed use poses problems. Obviously, to get an accurate measure each animal must be fed individually. This requires either large labor and building investments if done under farm conditions or use of central testing stations.

It is possible, though, to get a fairly accurate measure by determining daily rate of gain. Research indicates that efficiency of feed utilization is even more highly heritable than rate of gain but there is a close relationship between the two, and rate of gain can be used as an indicator in on-the-farm testing.

#### REPRODUCTIVE EFFICIENCY

Beef cows are relatively inefficient reproductive units. On an average 100 cows will raise only 80 calves to a weaning weight of 400 pounds which amounts to 320 pounds of calf per cow. To get these calves the cows are fed for a year and their calves for 6 months. Thus, anything that is done to increase efficiency will have a major effect on the net income.

Practices that help are: (1) Semen test bulls periodically. This is particularly important if only one bull is used in the herd. (2) In both purebred and commercial herds where seasonal breeding is practiced, cull open cows if they are only average producers as soon as it is determined that they are not settling after being bred by a fertile bull and when no disease problem exists. Veterinarians can easily determine whether a cow is bred.

When year-around breeding is practiced, cows older than 3 years that consistently do not calve within 15 months should be culled. An exception can be made for animals that first calved as 2-year-olds. Any cow that has not calved at 36-38 months should be culled.

#### HOW TESTING PROGRAMS WILL OPERATE

Basically the Iowa Beef Improvement Program will be an on-the-farm operation. It is an undertaking of purebred and commercial beef breeders, the Iowa Beef Improvement Association, the several Iowa beef cattle associations and the Cooperative Extension Service of Iowa State University.

To facilitate the operation, the Extension Service has prepared sets of forms on which herd owners can record the essential data. These are provided at cost through county extension offices. Computing facilities will be made available by the Iowa Beef Improvement Association to calculate adjusted information and index values. This information will be strictly confidential. The date will be provided to Iowa State University for research which might improve the program.

#### QUESTIONS AND ANSWERS

- Q. How do I get my herd on performance testing?
- A. Contact your Iowa Beef Improvement Association or Animal Husbandry Extension, Iowa State University, Ames, Iowa or the Iowa Beef Producer's Association, State House, Des Moines.
- Q. Is this program going to interfere with my normal management?
- A. No. It should actually point out deficiencies.
- Q. How much time will this involve for me?
- A. With the average size of Iowa herds it will probably take 2 or 3 hours four times a year to weigh and grade.
- Q. How much bookkeeping will the program make for me?
- A. Scarcely more than you now perform.
- Q. Do I need scales?
- A. Yes. Either your own or some handily accessible.
- Q. Do I need some special corral facilities?
- A. See Beef and Dairy Equipment Plan No. MWPS-1 for handichute and crowding-pen plans. Some arrangement or modification of those presented would be very handy to have available.
- Q. Can I use the records for advertising?
- A. Yes, and they are more valuable having been compiled by disinterested persons, but this program is for cattle improvement rather than for advertising purposes.
- Q. Am I going to sacrifice quality and conformation by getting on the program?
- A. Definitely not. You should improve both growing ability and overall conformation.
- Q. Is there going to be a carcass program tied in with this improvement program?
- A. Yes, when we get sufficient information to make it entirely accurate.
- Q. What is the overall benefit going to be for me if I use the records in selection?
- A. Faster growing calves, better milking cows, continued efforts in improving conformation, fewer cows that don't pay their way.
- Q. Am I going to join the performance testing program?
- A. That's up to you! ! !





Hatfield, Mo., October 18, 1960

Dear Mr. Moore:

I noted with interest the Association circular letter of September 19, concerning the need for more funds to further promote the Shorthorn breed of cattle. Since you have been appointed to both the Promotion Committee and the Budget and Finance Committee of the Association, I'd like to take up some of your valuable time, if I may. I should like to set forth some of my ideas that you may study, or cast into the waste basket, as you see fit.

First, I should like to give you my experience with Shorthorns, to let you know I am not just a new comer. In 1930 I fed a Shorthorn steer as a Baby Beef project in F.F.A. Since that year I have bred and fed thousands of cattle, mostly Shorthorns. We now have more than 350 Shorthorns on our farm, with a small percentage of them registered. We are strictly commercial cattle producers, and have sold no breeding cattle for 20 years. We keep a few cows registered because we love good Shorthorns. Your promotion programs would have very little effect on our business—so with my long experience with Shorthorns and since I do not stand to gain directly as an individual from your promotions, I feel I can give unbiased observations.

It is no secret that the other two major breeds of beef cattle have far outstripped Shorthorns in numbers for a great number of years. There are reasons for this, but I do not believe that Shorthorns being out-advertised by the other breeds is one of these reasons.

The American public is fertile ground for propaganda, but the words of Abraham Lincoln are still true today — "You can fool all of the people part of the time, but you cannot fool all of the people all of the time." There is also a saying — "Build a better mouse trap and the world will beat a path to your door" — and I will admit, that a little advertising might turn that path into a four-lane highway.

In the efforts to promote Shorthorns I hope programs to outspend the other breeds are not adopted.

Mr. Moore, I would like to commend Iowa Shorthorn breeders for starting their bull testing program last year in Ames. I would like to see this program continued, improved and expanded.

No business can expect success, unless it continually strives to please its customers. Once the time was, when farmers needed help to select breeding stock, but there has been a revolution in the cattle business—now most stockmen know what they want. I have seen prospective Shorthorn breeders go to livestock shows and sales and purchase overfitted prize winning cattle, take them home, put them in proper breeding condition, and to be sadly disappointed. Somebody lost a customer.

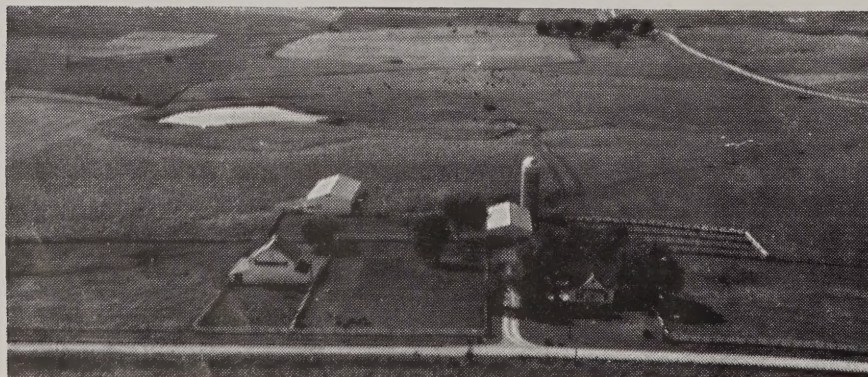
The Association can be an aide and an advocate for the hobbies of millionaires, or it can go out after the business of the commercial cattleman. It is up to the officers and the members to decide.

I hope you are still reading, for there is much to be done if Shorthorns are to keep pace with the rest of the livestock industry.

I know that Shorthorns are great cattle, and I know from experience, great are the rewards for those who love and properly care for them.

Thank you, Mr. Moore, and may Shorthorns progress and prosper for their owners.

Sincerely yours,  
Walton L. Hunsicker



VON-BER-MAR FARMS—"Fountainhead for Scotch Shorthorns"

## MOORE ON MORE COMMITTEES by Vaughn Moore

In 1959, forty-five Shorthorn and Polled Shorthorn breeders were on the Constitutional Study Committee—perhaps at no time in Shorthorn history have so many breeders from all parts of the country served on such a large committee. The democratic way the committee was set up, the detailed study and correspondence surveys of each committee member by the national office, the reporting of the desires of each member and finally the group meetings prior to the 1959 annual meeting did result in a completely modern and up-to-date constitution. This was an accomplishment in itself—since I understand previous attempts had failed. In my opinion it succeeded because grass-roots advice was sought and all understood.

In 1960 I was privileged to be on the two most important committees of the year—Budget and Finance Committee and the Promotion committee. These committees met in Omaha prior to the American Royal and during the Kansas City show.

The secretary had prepared a detailed 45-page study report outlining the business and program needs of the association, even reporting the specific duties of each of the office personnel, in an effort to reduce the work force and to make the office more efficient. It is remarkable that 32 girls were needed in Chicago, 24 in Omaha in 1959 and 21 in 1960.

Our committees studied the estimated income figures and decided they were as accurate as one could possibly predict.

We studied the budget for 1961 expenses and agreed the association should operate on the suggested budget of \$232,452, even though this was about \$50,000 under the budget of 1960. So I, as one committee member, am pleased to see the recent intention of the association to follow this as a top limit for expenditures.

In my opinion the wise use of committees gives more breeders an opportunity to express themselves, to become more acquainted with the operation of the association. Informed people, who are helping, cannot help but build a stronger association and a better breed.

I commend the association practice of the last few years of getting more people in on the show, people from all walks of life, from all types of herds—may more breeders be assigned tasks in the future—may we continue this down to earth, practical trend.

The Date  
**SEPTEMBER 25, 1961**  
VON-BER-MAR  
**SALE**



Continued from page 1

## SUMMARY

Top Bull .....	\$2,950
Top 5 Bulls .....	ave. 1,790
Top 10 Bulls .....	ave. 1,203
Top Female .....	2,500
Top 5 Females .....	ave. 1,505
Top 10 Females .....	ave. 1,141
19 Bulls .....	ave. 792
37 Females .....	ave. 583
56 Head .....	ave. 653

## Buyers

## BULLS

Hensley & Carraco, Bit 'O Heaven Farm, Prospect, Ky. — Von Ber Mar Masterstroke by Glamis Masterstroke at \$2,950.

Dr. John Dewar, Cherokee, Iowa — Bapton Criterion by Bapton Cornerstone at \$1,000.

Wendell Lovely, Wilsal, Mont. — Fontana Crusader by Glastullich Crusader at \$2,000; Fontana Drummajor by Glastullich Crusader at \$425.

Colburn & Karst, Harrisonville, Mo., — Fontana Drummajor by Glastullich Crusader at \$1,000.

H. H. Humphrey, Larkinburg, Kansas — Fontana Charm by Glastullich Crusader at \$350; Fontana Dando by Glastullich Crusader at \$275.

Wray McDermott, Atlantic, Iowa — Fontana Champion by Glastullich Crusader at \$400.

Elbert Williams, Skyline Farms, Medicine Lake, Mont. — Von Ber Mar Clipper Heir by Louada Valiant at \$2,000.

Dale Metlen, Armstead, Mont. — Fontana Envoy by Glastullich Crusader at \$1,000.

Walter Jones, Corning Iowa, — Fontana Destiny by Glastullich Crusader at \$285.

Fuhrman Bros., Mound City, Mo. — Fontana Debonair by Glastullich Crusader at \$360.

Geo. J. Shaw, Trimble, Mo. — Fontana Cornerstone by Glastullich Crusader at \$385.

LeRoy Brown, Corning, Iowa — Fontana Diamond by Glastullich Crusader at \$325.

Eldak Cattle Co., Wheatland, N. D. — Fontana Dod by Glastullich Crusader at \$360; Van Ber Mar Grandee by Louada Valiant at \$325.

Irvin Kleven, Appleton, Minn. — Fontana Good News by Glastullich Crusader at \$700.

Albert Hensing, Iowa Falls, Iowa — Von Ber Mar Booster by Louada Valiant at \$550.

Orville Kock, Carroll, Iowa — Von Ber Mar Airline by Louada Valiant at \$350.

## FEMALES

John Overgaard, Lincoln, Neb. — Von Ber Mar Golden Drop by Glamis Masterstroke at \$1,500.

Hawthorne Farm, Naperville, Ill. — Fontana Clipper Maid by Glastullich Crusader at \$2,500.

H. A. and Arden Kraft, Correll Minn. — Von Ber Mar Countess 2nd by Louada Valiant at \$875.

Brown-Forman Exp. Farm, Frankfort, Ky. — Von Ber Mar Orange Blossom by Louada Valiant at \$1,000.

David Wolfe, Pierce, Nebr. — Von Ber Mar Lavender by Louada Valiant at \$450.

Chas. J. & Loraine Augustine, Lake City, Minn. — Von Ber Mar Pauline 2nd by Hawthorne Kirk at \$1,175; Fontana Mabel 6th by Glastullich Crusader at \$850; Fontana Golden Drop 7th by Glastullich Crusader at \$400.

Tempel Farms, Wadsworth, Ill. — Fontana Flossy Madge by Glastullich Crusader at \$675.

Kickapoo Farms, Kenosha, Wis. — Fontana Golden Shred 2nd by Glastullich Crusader at \$1,350.

Ashbourne Farms, LaGrange, Ky. — Fontana Augusta Laura by Glastullich Crusader at \$900.

## Lassies, Ladies and Letters

By BERNEICE MOORE

Dear Lassies:

New Year's greetings to all of you! Our letter will be late in reaching you, but sincere good wishes go out to every Shorthorn family for continued success in your chosen field and happiness and contentment to you and yours in 1961.

In spite of many distressing factors and troublesome problems, this has been a good year. Our own Iowa Lassie Queen, Pamela McCone, was selected as alternate to the International Queen. We are proud of her and her charming manner.

Next—close to Von Ber Mar hearts—comes the good news that Alta and Spoof Cheatham have been blessed with a 3-month-old son whom they have named Kurt. Kurt is such a sweet, happy baby and I know he will bring new purpose and direction to the lives of Alta and Spoof.

We enjoyed the many Yuletide greetings from our Shorthorn friends throughout the U. S., Canada and Scotland.

Undoubtedly you have all read at some time the following verse—but it is ever wise to look inward and examine ourselves when a new year arrives, reset our goals and values in life. This verse is a wise one to keep always in our mindss.

Fuhrman Bros., Mound City, Mo. — Fontana Golden Drop 6th by Glastullich Crusader at \$460; Fontana Mabel 7th by Glastullich Crusader at \$300.

Tip Lucas, Lenox, Iowa — Fontana Royal Princess by Glastullich Crusader at \$400; Golden Augusta by Femco Control at \$450.

Ralph Stim, Brandon, Iowa — Von Ber Mar Beauty 2nd by Louada Valiant at \$400.

James A. King, Jr., LaGrange, Ky. — Von Ber Mar Clipper by Louada Valiant at \$400.

John F. Shuman, Deertrail, Colo. — Von Ber Mar Augusta 9th by Louada Valiant at \$325.

Hartley Stock Farm, Brewster, Kansas — Von Ber Mar Royal Mysie 2nd by Louada Valiant at \$350; Von Ber Mar Augusta 6th by Louada Valiant at \$410.

Jerry Taylor, Prairie City, Ill. — Fontana Beauty 2nd by Glastullich Crusader at \$450.

Lawrence Lundby, Ridgeway, Iowa — Von Ber Mar Beauty by Louada Valiant at \$660.

Beardmore & Butland, Union Grove Wisc. — Von Ber Mar Pauline and cow calf by Cluny Romeo at \$600; Fontana Mabel by Burton Everlasting at \$375.

Walter Guhde, Nebraska City, Nebr. —



## WHAT IS CHRISTIANITY?

In the home, it is kindness;

In business, it is honesty;

In society, it is courtesy;

In work, it is fairness;

Toward the unfortunate, it is pity;

Toward the wicked, it is resistance;

Toward the strong, it is trust;

Toward the penitent, it is forgiveness;

Toward the fortunate, it is congratulation;

Toward God, it is reverence and love.

Von Ber Mar Jealousie by Gambler's Up-right at \$225.

Lou Laughlin, Imogene, Iowa — Von Ber Mar Gwendoline by Beaufort Bulldozer at \$475; Von Ber Mar Golden Chain by Melbourne Leishman at \$400.

Geo. J. Shaw, Trimble, Mo. — Von Ber Mar Jennifer by Philorth Ben More at \$385.

E. M. Mauer & Sons, Fayette, Iowa — Von Ber Mar Sweetheart and steer calf by W L Band Standard 13th at \$360; Von Ber Mar Augusta 2nd by W L Bank Standard 13th at \$325.

Duane Felton, New Virginia, Iowa — Lady Broadhooks and cow calf by Femco Control at \$360.

Clifford Mohr, Hiawatha, Kansas — Ed-ellyn Beauty 39th by Saltoun Royal Crest at \$325.

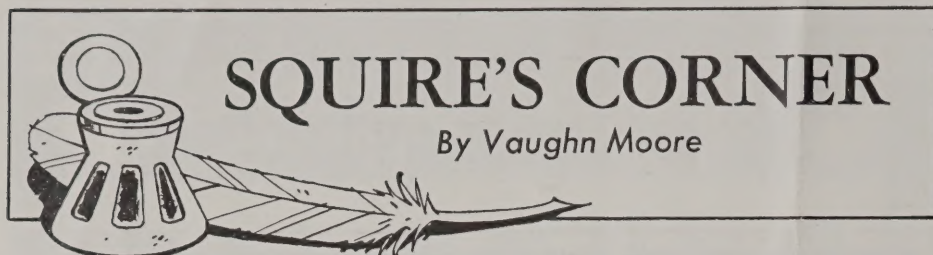
Everett Bolinger, Conway, Iowa — Femco Secret Pearl by Camson Better News at \$180. Paul Schmidt, Massena, Iowa — Golden Beauty 2nd by Femco Control at \$285.

Adam Keller, Clearfield, Iowa — Greenwood Pauline 11th and twin heifer calves by Uppermill Wanderer at \$490.

The Date  
**SEPTEMBER 25, 1961**  
VON-BER-MAR  
**SALE**

DRINKING WATER for farm animals should be kept a few degrees above the freezing point. There's little advantage in keeping it warmer.





With our first Von Ber Mar sale under our belt, and the wonderful fall weather, clear up to Christmas—it behooves one to sit back and to take a good look at the purebred cattle business in general.

From the sale standpoint we were very grateful, all the cattle sold well and were purchased by good breeders in eleven states and Canada. In checking the record of 1960 Shorthorn production sales, we find our sale in third position—only Leveldale Farms of Illinois and Scofield Ranch of Texas leading us. Our top ten averaged \$1648 and the entire sale \$653. We hope our September 25, 1961 sale will be just as good. It should be because we will be offering for the first time some “peachy” looking bull calves by Kair Masterkey. We are taking 4 of these sturdy sons in our show string to the National Western in Denver.

Recent reports by Drovers Journal livestock field men indicate they believe the purebred cattle business shows signs of more advancement in 1961. They predict the need for a greater number of good bulls, and at better prices. Quality always pays—it pays more at times.

The weather this fall and early winter in Iowa has been wonderful—hardly any snow and very few cold days—the cow herd is still out in the corn stalk fields, cleaning up the fence rows, taking advantage of all the roughage on the farm—the hay and silage will go a lot further. We sure had our share of snow and cold last winter and can easily forgo the same experience (especially Spoof—his Oklahoma blood gets pretty



Vaughn V. Moore

thin after a couple of months of 6-inch snow and 5 below zero weather.)

The other day I received a very good letter from my friend, Albert Hultine, and in it he enclosed an article he has written on cross-breeding—we are running the article in this issue of the Gazette. One thing I am sure of — WE NEED A LOT MORE. “Mr. Albert Hultine.” He has been unloading good and timely cattle philosophy for many a year. Hats off to Albert Hultine!

To start off the new year of 1961, let us all take a fresh appraisal of our Shorthorn cattle situation, let us vow in '61 we will make every effort to push Shorthorn cattle forward, let's work together for the best interests of the whole breed. I think good Shorthorn cattle everywhere are wonderful—don't you?

YOUR'E FEEDING away profits if you keep commercial beef cows in fleshy condition. Fattening takes more than twice as much feed energy as growth does.

GOOD PLANS for working corrals, creep feeders, feed fences, working chutes, cattle stocks and other equipment for handling beef cattle are now available at most midwest land-grant colleges. Cost, \$1.00, ask for MWSP-1, write Extension Agricultural Engineer, Iowa State University, Ames, Iowa.

FEED LIVESTOCK after daylight and before dark. Animals eat better in daylight, and this permits twice a day inspection while you're feeding.

CATTLEMEN who put a lot of money into automatic feeding setups may need to feed cattle the year around to make the equipment pay.

### Montana Report

Elbert Williams, Skyline Farms, Medicine Lake, Montana, reports his new VonBerMar bull is attracting attention. In a recent letter Elbert said, “The little bull is really giving us a lot of advertising. Many breeders have been here and two men are coming Sunday from North Dakota. We have 24 heifers by Leveldale Burgess we will use this bull on. So far, not a breeder has been here but claims the young bull is really a top calf.”

### Congratulations

To Julius Peterson, Elbert, Colorado, on his carlot of fancy Shorthorn steer calves that were the reserve grand champions at the American Royal. Peterson's champs sold at Lugbill Brothers, Archbold, Ohio, for \$45.00 per hundred Peterson is proving there is an opportunity for any commercial breeder who wants to produce high quality Shorthorns.

### VON-BER-MAR FARMS

Lenox, Iowa

Bulk Rate  
U. S. Postage  
**PAID**  
Permit No. 27  
Lenox, Iowa

*Reely & Kenyon  
To Wayne C. Reely & Keith Kenyon  
Greenfield Iowa*